



**You will have only yourself to blame if you are
"talked into" buying an "unsuitable"
or a "theoretical" car**

The two commonest mistakes made in buying an automobile are—*First*, Buying a car not suited to your needs.—*Second*, Buying a car that has not passed the theory stage.

The first mistake—buying an "unsuitable" car—is perhaps made even less often than the second.

The second mistake—buying a "theoretical" car—is perhaps the sadder mistake of the two—because when you have made this mistake,

you have on your hands some engineer's or designer's untried theory, instead of a tried, known, successful car. Study your needs sensibly, just as you study your household needs, and buy a car you *can afford* to enjoy.

38,000 happy, satisfied Maxwell owners are driving 38,000 handsome streamline Maxwell cars to-day—at an up-keep cost that any man of any standing can afford, and at an original cost that is simply a practical investment.

The Maxwell Company's Guarantee of Service to Maxwell Owners

No other automobile is backed by a more reliable service than that guaranteed every Maxwell owner. More than 2,000 Maxwell dealers—located in every part of this country and Canada—are always ready to give expert advice, make adjustments, and supply or secure new parts at reasonable prices.

And this splendid dealer service organization is

perfected and completed by sixteen great Maxwell Service Stations which are so located throughout the country that a Maxwell dealer can get, within a few hours, any part that he has not in stock.

Order a Maxwell from us now, and when you want it delivered, we will give you your car—not an excuse on delivery day.

Maxwell Five-Passenger Touring Car, \$695, f. o. b. Detroit.	In Canada, \$ 925.
Maxwell Roadster, - - - - - 670, f. o. b. Detroit.	In Canada, 900.
Maxwell Cabriolet, - - - - - 840, f. o. b. Detroit.	In Canada, 1,105.
Any model equipped with electric self-starter, \$55 extra.	In Canada, \$70 extra.

Write for beautiful 1915 Maxwell Catalogue. Address, Department A

MAXWELL MOTOR COMPANY, Inc., - - - Detroit, Michigan

"Every Road is a Maxwell Road"